

## 99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業管理	Serial No. / ID	2709 / BAB2008
Dept.	企業管理學系	School System / Class	進修學士班1年1班
Lecturer	龐峻菱	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(二)ABC / B301	Language	Chinese

Introduction
This course will focus on International Business which bases on the theory that constructs and applies in practical. The main purpose of the course is to train students problem finding and solving that strongly urge students to foster in the class.

Outline
Weekly class as below:  1 Introduction, 2 The concept of international business, 3 Global competitive advantage plan, 4 Entry mode of foreign market, 5 Evolution of internationalization, 6 M&A abd Strategic alliance, 7 Review & Case study, 8 Mid-term EXAM, 9 International marketing, 10 International investment & cross culture, 11 Case study, 12 International purchase & supply chain, 13 International finance, 14 International production, 15 International Human Resource, 16 Final presentation, 17 Final presentation, 18 Final EXAM.

Prerequisite
Management (The principle of Business)